

| HRC Strategies - Project Name | Type | Assigned Commissioners | Tactics Due Date |
|--|------------------------|------------------------|------------------|
| 2021 | | | |
| Continue Community Town Halls | Programs | | |
| City Council adoption of a Non-Discrimination Ordinance | Policy | | |
| Marketing messaging/social media (Scottsdale for All, Golden Rule) | Communications | | |
| Develop marketing/communication calendar to support overall messaging, programs and events | Communications | | |
| Enhanced/increased Commissioner involvement in events and campaigns (Op Eds, spotlight ideas, participation, e.g.) | Participation | | |
| Identify important/critical diversity issues in Scottsdale. Use trends to guide HRC | Policy & Programs | | |
| Develop stronger ties to Diversity Partners | Policy & Participation | | |
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What's missing? Scottsdale For All programs? Golden Rule messaging & program continuation? Other?